



# **2003 DTIC Customer Satisfaction Survey Report**

**Prepared by:  
Proactive Customer Advocacy Program  
Marketing Team  
Marketing and Registration Division  
Directorate of User Services**

**October 2003**

Report Documentation Page			Form Approved OMB No. 0704-0188		
Public reporting burden for the collection of information is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Washington Headquarters Services, Directorate for Information Operations and Reports, 1215 Jefferson Davis Highway, Suite 1204, Arlington VA 22202-4302. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to a penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.					
1. REPORT DATE <b>00 OCT 2003</b>		2. REPORT TYPE <b>N/A</b>		3. DATES COVERED <b>-</b>	
4. TITLE AND SUBTITLE <b>2003 DTIC Customer Satisfaction Survey Report</b>				5a. CONTRACT NUMBER	
				5b. GRANT NUMBER	
				5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S)				5d. PROJECT NUMBER	
				5e. TASK NUMBER	
				5f. WORK UNIT NUMBER	
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) <b>Defense Technical Information Center Ft. Belvoir, VA</b>				8. PERFORMING ORGANIZATION REPORT NUMBER	
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)				10. SPONSOR/MONITOR'S ACRONYM(S)	
				11. SPONSOR/MONITOR'S REPORT NUMBER(S)	
12. DISTRIBUTION/AVAILABILITY STATEMENT <b>Approved for public release, distribution unlimited</b>					
13. SUPPLEMENTARY NOTES <b>The original document contains color images.</b>					
14. ABSTRACT					
15. SUBJECT TERMS					
16. SECURITY CLASSIFICATION OF:			17. LIMITATION OF ABSTRACT <b>UU</b>	18. NUMBER OF PAGES <b>48</b>	19a. NAME OF RESPONSIBLE PERSON
a. REPORT <b>unclassified</b>	b. ABSTRACT <b>unclassified</b>	c. THIS PAGE <b>unclassified</b>			

## PREFACE

### CUSTOMER SATISFACTION REPORTING CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since FY 1999. There are two surveys conducted yearly:

**Customer Satisfaction Survey** A complete sampling (census) method of all users was used excluding the following: DTIC employees, Air Force Materiel Command (AFMC) personnel, Small Business Innovative Research (SBIR), foreign or overseas users and users identified as Top 200. Surveys were conducted in FY 1999 through FY 2003.

**Top 200 Users** Roughly 200 users defined in terms of dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200+ users were surveyed. Surveys were conducted in FY 2000 through FY 2003.

A combined Annual Survey Composite Data Report was developed in FY 2001 and FY 2002. An analysis highlighting differences between the two surveys is planned for FY 2003.

The DTIC Performance Report, sent to the Defense Information Systems Agency (DISA), contains a report on overall customer satisfaction. This is derived from the Annual Survey Composite Data Report and reflects data from both the Top 200 Users Survey and the Customer Satisfaction (CS) survey.

#### Customer Satisfaction Survey Results: How Do We Measure Up?

Based upon the CS survey findings, the majority of the 2003 survey respondents were satisfied with DTIC services as a whole. While the result is generally positive, the score did decline 4 points since the 2002 survey (down from 81 percent to 77 percent ). However, DTIC continues to exceed the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. The ACSI survey was conducted in November 2002, while the DTIC CS Survey was conducted in July 2003. The results are illustrated on the graph below.

Customer Service Elements	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
DTIC Composite Scores	76%	81%	77%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+7.4	+9.9	6.8%

\*ACSI is the official service quality benchmark for the Federal Government

Note: Data relevant to this chart is detailed in Part II

**TABLE OF CONTENTS**  
**2003 DTIC Customer Satisfaction Survey Report**

<b>Preface</b>	
Important News: How Do We Measure Up?	i
<b>Part I: Introduction</b>	<b>1</b>
Purpose	1
Methodology	1
Overall Findings	3
<b>Part II: Global Customer Service/Performance Rating Review</b>	<b>5</b>
Overall Customer Satisfaction Performance Ratings	5
Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)	6
Importance of DTIC to Accomplishment of Business Objectives and Mission Support	7
Recommending DTIC Products/Services to Colleagues	8
<b>Part III: DTIC Offerings</b>	<b>9</b>
Online Services Review	9
DTIC Homepage Review	10
Annual Users Conference Review	15
<b>Part IV: User Demographics</b>	<b>17</b>
User Organization Type	17
Job Position	18
Intermediary vs. End Users	18
Time as a Registered User	19
<b>Part V: Communications, Access and Information Requirements</b>	<b>20</b>
Information needs	20
Communication Preferences and Satisfaction	20
Effectiveness of Corporate Communications	21
Preferred Method of Ordering Documents	22
<b>Part VI: Selected User Comments</b>	<b>23</b>
Favorable User Comments	23
Analysis: The Positives	24
Unfavorable User Comments	24
Analysis: What Needs Work	26
<b>Part VII: Issues for Further Study, Conclusions and Recommendations</b>	<b>27</b>
<b>Appendix A</b>	
Customer Satisfaction Questionnaire	
<b>Appendix B</b>	
Quantitative Results - (Frequency of Responses)	

# 2003 DTIC Customer Satisfaction Data Summary

## Part I: Introduction

**Purpose:** This report contains the findings of the 2003 Defense Technical Information Center (DTIC) Customer Satisfaction (CS) survey conducted in July 2003. The purpose of the survey was to help DTIC (1) gauge the level of satisfaction among its general users and (2) identify possible areas for improving its products and services. This report describes the survey process, presents its results, and recommends actions identified by survey respondents. Specifically, this report summarizes the results of the 2003 CS survey. It also compares findings from the 2001 and 2002 CS user data. Collectively, the report allows us to work toward the following objectives:

- To improve customer retention
- To determine the perceived quality of products, services and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the 2003 CS survey was specifically designed by querying our registered users in five (5) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Offerings
- User Demographics
- Communication/Access and Information Requirements

With regard to these five (5) categories, users were asked to answer questions geared toward customer service factors: accessibility, accuracy, courtesy, helpfulness, knowledge, professionalism, responsiveness, and speed of service. Other questions targeted aspects of DTIC's products (i.e., customer involvement, quality and access) as well as adequate, useful, and prompt information distribution.

**Methodology:** Web-based and e-mail surveys were the primary collection methods selected for this effort. One-on-one telephone interviews were used to gather contact information and, on occasion, to administer the survey. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates.

The target population for this effort was 2680 registered users. Active users not surveyed included DTIC employees, Air Force Materiel Command (AFMC) personnel, Small Business Innovative Research (SBIR), foreign or overseas users and users identified as Top 200. A complete sampling (census) method was chosen based upon (1) the potential to increase response rates and (2) knowing that anomalies can occur and have occurred when launching the DTIC survey contact user list. After three (3) e-mail contact attempts, 731 users responded to the survey. There were 824 non-deliverable emailed surveys. Statistically, the survey results are reliable. This was achieved with a confidence level of 95 percent and a 7 percent error tolerance with an overall response rate of 27 percent. The response rate for the 2003 CS survey increased 12 percentage points in comparison to last year's response rate, which was 15 percent.

Possible reasons 73 percent of the 2003 CS survey population did not respond to the survey could be:

- Internal DTIC problems with Microsoft Outlook so user never received survey
- User could not be contacted due to invalid contact information or user no longer with organization
- User would not answer survey (too busy, does not complete surveys, not familiar enough with DTIC to answer)

### **Interpretation of the Data:**

When considering the results of **Part I** of the survey process, it is important to recognize not only the characteristics of the customers who could not be surveyed due to lack of valid contact information, but also the 42 percent of general registered users who either did not get the survey or who did not respond. Analysis of the survey results will always need to be tempered by considerations of who did or did not respond, and to what extent those who responded have the same characteristics or views as those who did not respond.

Overall favorable percentages are based on normalized data, a process which uses the total number of valid responses along a five point scale and converts these to a 100 point scale. These may vary somewhat from the total percentage of favorable responses. The overall favorable percentages are derived from the "Mean (normalized)" column in the tables for quantitative results at Appendix B. Most analytic conclusions throughout this report are derived from these "overall percentages."

## **Overall Findings**

*(Data relevant to the overall findings below are detailed in Appendix B)*

### **Customer Service Issues**

- Seventy-seven percent of surveyed respondents reported that they were satisfied with the level of DTIC's customer care. *(reference page 36)*

### **DTIC Offerings**

#### ***DTIC Online Services***

- Sixty-nine percent of respondents rated DTIC Online Services quality as “Excellent” to “Very Good.” *(reference page 37)*
- Private STINET was the most widely used DTIC Online Service when the survey was conducted in July 2003. *(reference page 9)*

#### ***DTIC Homepage***

- CS survey respondents rated the overall satisfaction with the DTIC Homepage at 69 percent. *(reference page 38)*
- Accessibility, appearance, and content were the top rated quality factors for the DTIC Homepage. *(reference pages 38)*
- Of the top three user groups responding to the survey, Librarians rated the overall quality of the DTIC Homepage the highest at 71 percent. *(reference page 38)*
- Seventy-five percent of users responding to the survey reported using the DTIC Homepage in the past 12 months. *(reference page 37)*

#### ***DTIC Annual Users Conference***

- Only 12 percent of CS survey respondents reported attending a DTIC Annual Users Conference in the past 3 years. *(reference page 39)*

### **User Demographics**

- The majority of respondents were DoD employees. *(reference page 39)*
- The majority of the users responding came from three user groups: Librarians, Engineers and Researcher/Analysts. *(reference page 40)*
- The vast majority of survey respondents reported that they primarily act as information providers to others. *(reference page 40)*

- The largest number of respondents reported being registered with DTIC for 1-2 years. *(reference page 40)*

### **Communications, Access and Information Requirements**

- The vast majority of users responding to the survey find that their informational needs are being met by searching DTIC's collection. *(reference page 40)*
- CS survey respondents find the Internet/Online services as the most often used communication channel to contact DTIC. *(reference page 41)*
- Surveyed users reported they are satisfied that DTIC does an adequate job in communicating information about new changes in and/or enhanced products and services offerings, training opportunities, etc. *(reference 41-42)*
- Over half of the users responding reported the Internet/Online Services as the preferred medium of ordering documents. *(reference 43)*

### **General Findings**

- Eighty-five percent of all survey respondents indicated that DTIC is important to the accomplishment of their business objectives. *(reference page 36)*
- Seventy-six percent of respondents reported that DTIC has a “High” to “Medium” impact in supporting their overall mission. *(reference page 36)*
- Eighty-nine percent of respondents would recommend DTIC to colleagues. *(reference 36)*



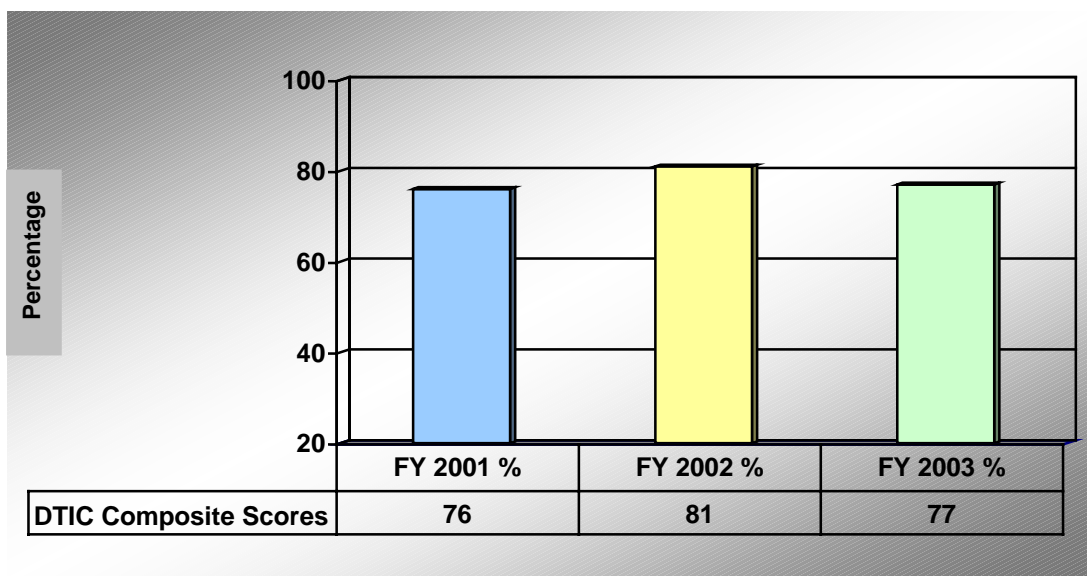
## Part II: Global Customer Service

### Performance Rating Review

#### Overall Customer Satisfaction Performance Ratings:

The 2003 CS survey findings showed that 77 percent of respondents felt satisfied with the level of DTIC's customer care. When this rating is compared to 2002 CS survey findings, the rating declined 4 points. The chart below illustrates the percentage of customer service performance over a three (3) year period:

**Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating**



**Fig 2.1**

The customer satisfaction performance rating is generated by asking our users to rate their level of satisfaction with DTIC's customer care in eight (8) distinct quality areas. Those critical care elements and response data are displayed below in Fig 2.2. With regard to aspects of this year's customer satisfaction score (77 percent), all eight factors declined in their rating. Although the scores for Accuracy, Courtesy, Helpfulness, Knowledge and Professionalism remained fairly steady from previous survey years, three (3) quality factors continue to be the focus of interest. The three quality factors: Accessibility, Responsiveness, and Speed of Service, were the lowest rated quality factors by the 2003 CS survey respondents. The ratings from these quality factors appear to be responsible for the marginally lower customer satisfaction performance rating for 2003. Fluctuations in these same three factors from 2001 through 2003 appear to drive the changes in DTIC's Customer Satisfaction Performance Rating, both positively and negatively. See Fig 2.2 for reference.

DTIC's Overall Customer Care Quality Factors/Elements	FY 2001 CSS Survey	FY 2002 CSS Survey	FY 2003 CSS Survey	Performance Gap FY 2002-FY2003
Accessibility (Easy to access staff)	72%	77%	72%	-5
Accuracy (Provided correct info)	76%	80%	76%	-4
Courtesy	81%	85%	82%	-3
Helpfulness	79%	83%	79%	-4
Knowledge	77%	83%	78%	-5
Professionalism	81%	85%	81%	-4
Responsiveness(Timely response)	72%	78%	75%	-3
Speed of Service	71%	77%	73%	-4
Overall Rating	76%	81%	77%	

Fig 2. 2

### Comparative Benchmarking - Comparison to American Customer Satisfaction Index (ACSI)

#### DTIC's Customer Service Results:

- DTIC's customer service is compared to the **2002 Federal Government American Customer Satisfaction Index (ACSI)**, which surveys 53 different customer groups from 39 different Federal government agencies. The ACSI survey was done in November 2002, the DTIC CS survey was done in July 2003.
- The 2002 December aggregate ACSI score for the Federal Government fell to 70.2 percent from a record high 71.3 percent.
- DTIC's composite data was matched for comparability with the common ACSI index scoring factors.
- DTIC's 2003 Overall Customer Satisfaction Survey composite score is 77 percent.
- When measured in terms of the 2002 ACSI, the DTIC rating is above the established federal baseline/benchmark score by +6.8 points.

Customer Service Elements	FY 2001 CSS Survey	FY 2002 CSS Survey	FY 2003 CSS Survey
DTIC Composite Scores	76%	81%	77%
ACSI Federal Government Benchmark*	68.6%	71.1%	70.2%
DTIC Excels by	+7.4	+9.9	+6.8

\*ACSI is the official service quality benchmark for the Federal Government. The cited survey was conducted in November 2002

Fig 2.3

## Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

Eighty-five percent of all survey respondents indicated that DTIC is important to the accomplishment of their business objectives. See Fig 2.4 for more details.

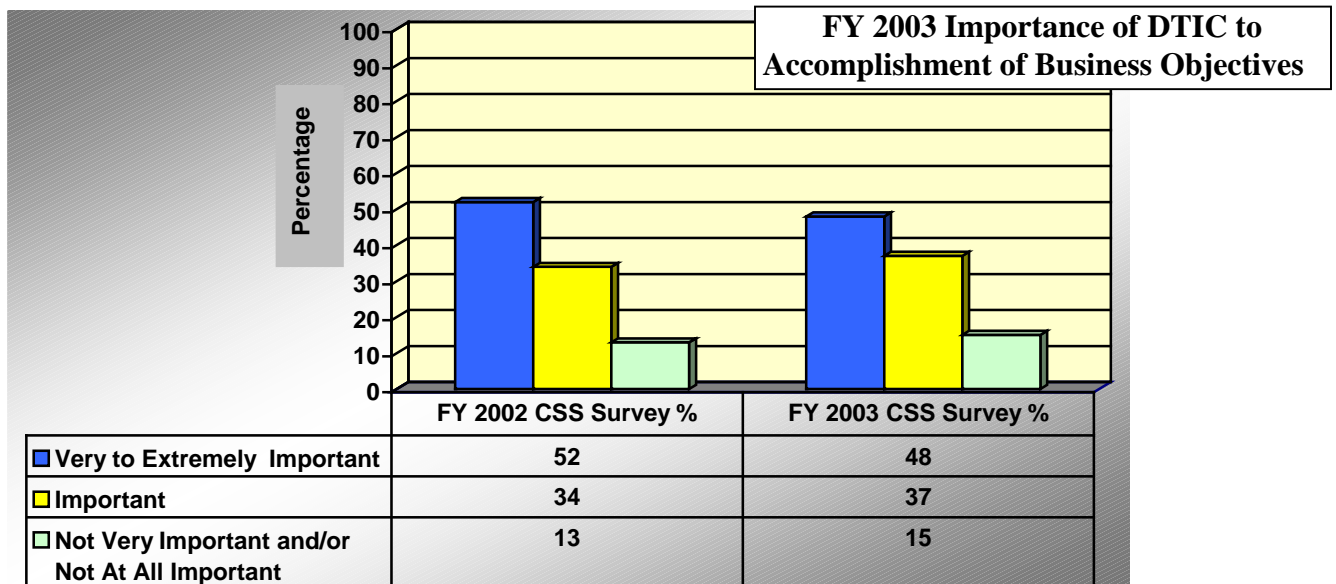


Fig 2.4

Note: No comparable data for 2001

Seventy-six percent of CS survey respondents reported that DTIC has a “high” to “medium” impact in supporting their overall mission, as compared to eighty-two percent in 2002. See Fig 2.5 for more details.

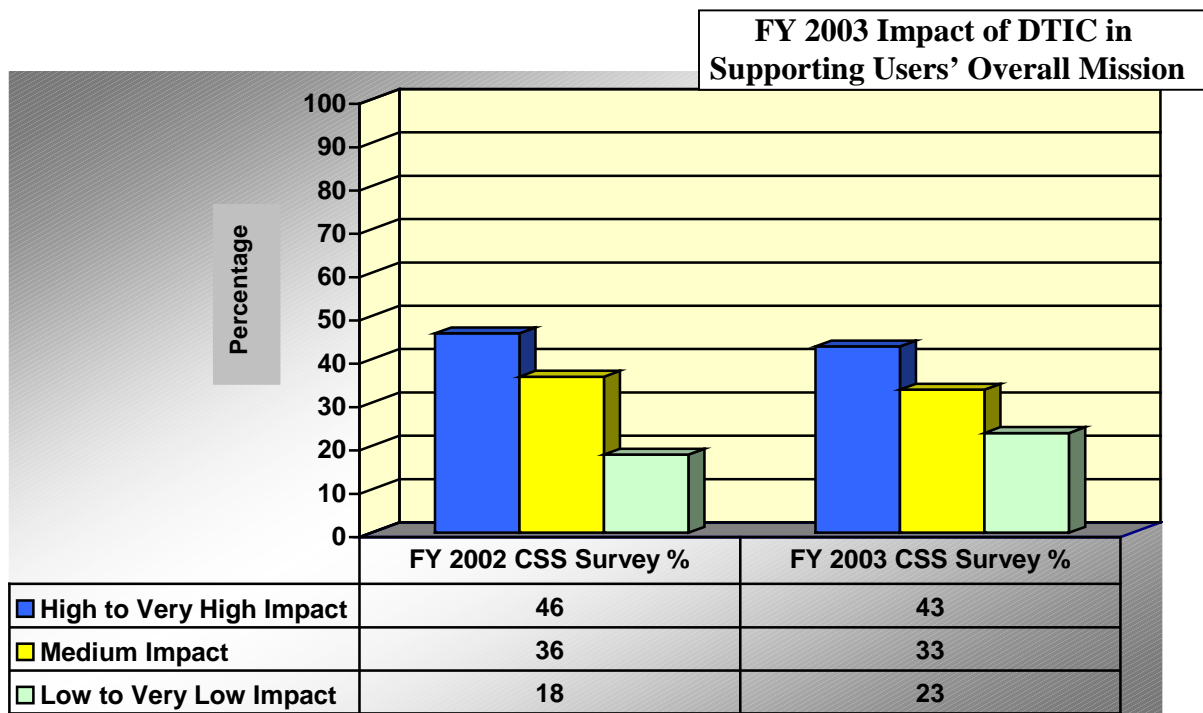


Fig 2.5

Note: No comparable data for 2001

### Recommending DTIC Product(s) and/or Service(s) to Colleagues:

The vast majority of CSS respondents (89 percent) would recommend DTIC to colleagues. This finding is basically consistent with previous survey years.

#### Comparative Analysis on Recommending DTIC to Colleagues

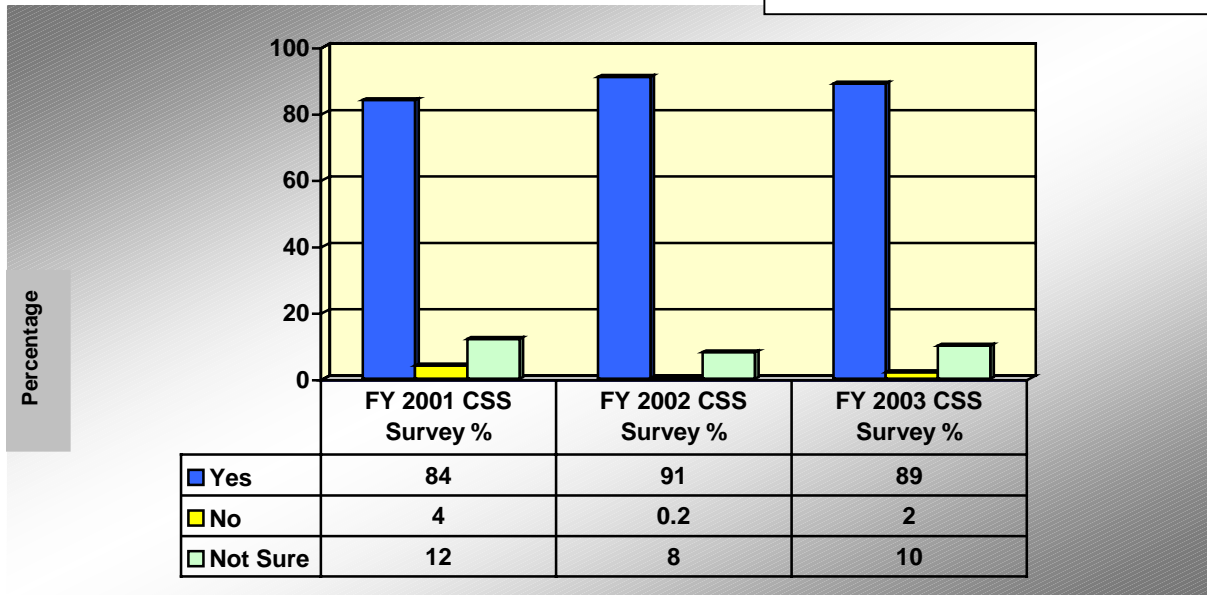


Fig 2.6

## Part III: DTIC's Offerings

### DTIC Online Services

#### DTIC Online Services Overall Quality and Performance:

The 2003 CS survey respondents were asked to rate their level of satisfaction with DTIC online services. About two-thirds rated the quality as "Very Good" to "Excellent." The overall percentage of users who were satisfied with DTIC online services increased 11 percentage points from 58 percent in 2002 to 69 percent in 2003. Note: **Overall** favorable percentages are based on normalized data. These may vary somewhat from the total percentage of favorable responses.

#### Comparative Analysis of DTIC's Overall Online Services Performance Rating

CS Survey	Overall	Favorable	Neutral	Unfavorable
2003	69%	65%	28%	7%
2002	58%	54%	21%	25%
2001	68%	60%	32%	8%

Fig 3.1

The top job positions in which the 2003 CS survey respondents most frequently categorized themselves were (1) Librarians, (2) Engineers, (3) Researcher/Analyst/Program Managers (see Part IV - Demographics for details). All three (3) top job positions showed similar patterns of responses in comparison to the overall CS online performance. The 2003 online services performance data reflects a notable favorable rating increase, in comparison to 2002. It should be pointed out that the count of respondents in 2002 for these three top job positions was small, resulting in large percentage shifts. The following identifies the online services quality rating segmented by the top three user groups in more detail.

#### Analysis of DTIC's Online Services Performance Rating by User Group

FY 2003 CS Survey	Favorable	Neutral	Unfavorable
Overall	65%	28%	7%
Librarian	65%	28%	7%
Engineers	62%	29%	9%
Researcher/Analyst	67%	24%	10%
FY 2002 CS Survey	Favorable	Neutral	Unfavorable
Overall	54%	21%	25%
Librarian	63%	26%	11%
Engineers	39%	17%	44%
Researcher/Analyst	53%	17%	30%

Fig 3.2

#### DTIC Online Service Usage:

Private STINET was created by the merger of Secure STINET and WED, and implemented three (3) months before the 2003 CS survey. Based on write-in comments from the 2003 CS survey, usage data reflect that most online customers reported that they currently use Private STINET.

## DTIC Homepage Review

### DTIC Homepage Usage

The majority of CS survey respondents (75 percent) indicated they have accessed the DTIC Homepage in the past 12 months. This finding continues to reflect no significant change for DTIC Homepage usage from 2001. The level of access among the top (three) 3 job positions (detailed in Part IV Demographics) shows 80 percent (each) of the Librarians and Engineers utilizing the DTIC Homepage in the past 12 months. Following closely were the Researcher/Analyst at 72 percent. It should be noted that the DTIC Homepage was redesigned after the 2002 Survey and is strictly intended for the general public. Content for registered users is planned for later in 2003.

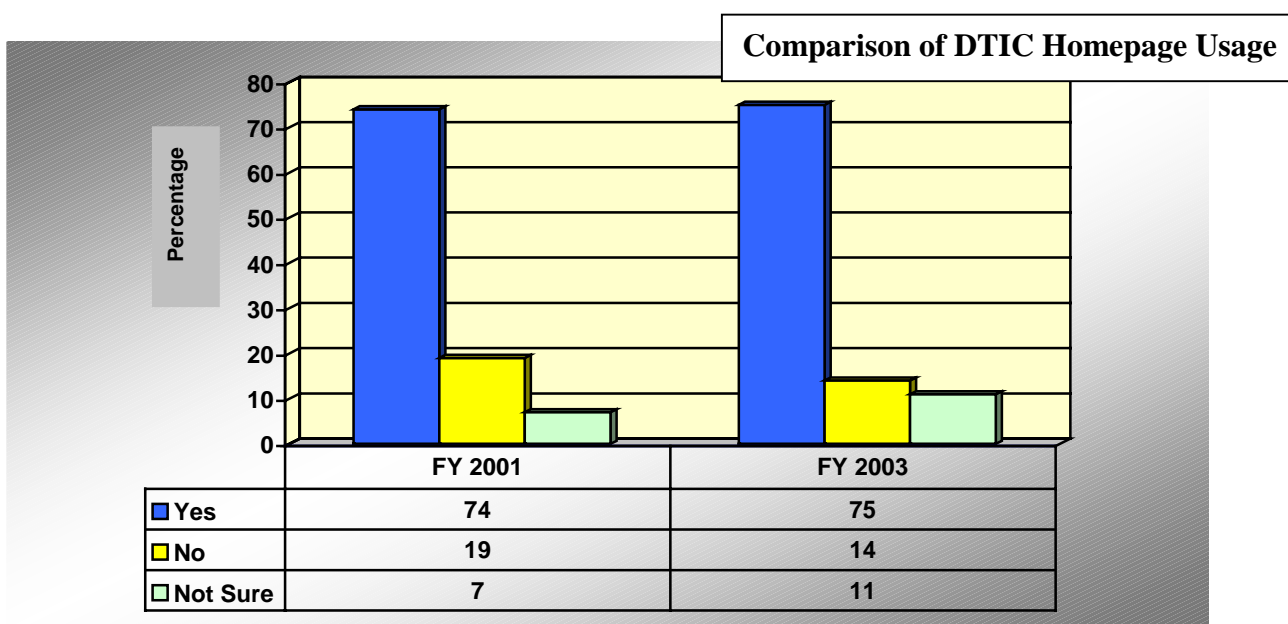


Fig 3.3

Note: Comparable data not available for 2002

### DTIC Homepage Quality and Performance

The 2003 CS survey respondents were asked to rate their satisfaction with respect to 5 quality factors in relation to the DTIC Homepage. For 2003, the majority of the CS survey respondents rated the DTIC Homepage favorably, with an overall satisfaction rating of 69 percent. The top rated quality factors for the Web site were: "Accessibility" at 74 percent and following at a close second was "Appearance" at 72 percent. When comparing results from 2001, overall, there were no profound changes in respondents' evaluation of the DTIC Homepage as a whole. However, it may be a hopeful sign that negative views of the "content" quality factors dropped nine points between 2001 and 2003. See Fig 3.4 for more details.

### Comparative Analysis of DTIC Homepage Performance Rating

<b>FY 2003 Homepage Quality Factors</b>	<b>Overall</b>	<b>Favorable</b>	<b>Neutral</b>	<b>Unfavorable</b>
Accessibility (Easy to access site)	74%	74%	22%	5%
Ease of Use (Navigating the site)	65%	59%	26%	16%
Organization	67%	60%	26%	14%
Content	70%	68%	25%	8%
Appearance (How does the site look)	72%	68%	27%	5%
<b>Overall Averages</b>	<b>69%</b>	<b>66%</b>	<b>25%</b>	<b>9%</b>
<b>FY 2001 Homepage Quality Factors</b>	<b>Overall</b>	<b>Favorable</b>	<b>Neutral</b>	<b>Unfavorable</b>
Accessibility (Access to Site)	77%	81%	16%	3%
Ease of Use (Navigating the Site)	65%	56%	30%	15%
Organization (Logically arranged)	63%	51%	31%	18%
Content (Helpful, focused, understandable)	65%	56%	27%	17%
Usability (Information/service useful)	67%	59%	32%	9%
<b>Overall Averages</b>	<b>67%</b>	<b>61%</b>	<b>27%</b>	<b>12%</b>

**Note:** Quality factors differ slightly for complete comparison for 2001/2003. Comparable data are not available for 2002.

**Fig 3.4**

With regard to aspects of the satisfaction levels of DTIC's Homepage from the 2003 CS survey according to the top 3 job positions, crosstab data (not presented in this report) shows Librarians were noticeably more pleased with our homepage appearance, ease of use, organization and content than were other respondents. For more details, the following identifies the 5 quality ratings of the DTIC Homepage, segmented by the top 3 user groups, consisting of Librarians, Engineers, and Researcher/Analysts.

### "Accessibility" Overall Ratings:

- 73.5 percent of Users rated accessibility as “Very Good” to “Excellent” (*Favorable*)
- 21.8 percent as “Good” (*Neutral*)
- 4.8 percent as “Fair” to “Poor” (*Unfavorable*)

#### Analysis of DTIC Homepage Performance Rating – Accessibility (Easy to Access Site)

FY 2003 CS Survey	Favorable	Neutral	Unfavorable
Overall	74%	22%	5%
Librarian	73%	20%	7%
Engineers	74%	21%	5%
Researcher/Analyst	71%	26%	2%

Fig 3.5

### "Appearance" Overall Rating:

- 68 percent of users rated appearance as “Very Good” to “Excellent” (*Favorable*)
- 27 percent as “Good” (*Neutral*)
- 5 percent as “Fair” (*Unfavorable*)

#### Analysis of DTIC Homepage Performance Rating – Appearance (How Does the Site Look)

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	68%	27%	5%
Librarian	78%	19%	4%
Engineers	61%	33%	6%
Researcher/Analyst	63%	33%	4%

Fig 3.6

### "Ease of Use" (Navigating the site) Overall Ratings:

- 58.8 percent of users rated navigation as “Very Good” to “Excellent” (*Favorable*)
- 25.7 percent as “Good” (*Neutral*)
- 15.5 percent as “Fair” (*Unfavorable*)

#### Analysis of DTIC Homepage Performance Rating – Ease of Use (Navigating the Site)

FY 2003 Users Survey	Favorable	Neutral	Unfavorable
Overall	59%	26%	16%
Librarian	68%	18%	14%
Engineers	57%	27%	16%
Researcher/Analyst	53%	33%	14%

Fig 3.7



**"Organization" Overall Rating:**

- 60.3 percent of users rated organization as “Very Good” to “Excellent” (*Favorable*)
- 26.1 percent as “Good” (*Neutral*)
- 13.7 percent as "Fair" (*Unfavorable*)

**Analysis of DTIC Homepage Performance Rating – Organization**

<b>FY 2003 Users Survey</b>	<b>Favorable</b>	<b>Neutral</b>	<b>Unfavorable</b>
<b>Overall</b>	<b>60%</b>	<b>26%</b>	<b>14%</b>
Librarian	68%	20%	12%
Engineers	59%	27%	14%
Researcher/Analyst	54%	31%	15%

**Fig 3.8**

**"Content" Overall Rating:**

- 67.6 percent of users rated content as “Very Good” to “Excellent” (*Favorable*)
- 24.7 percent as “Good” (*Neutral*)
- 7.7 percent as “Fair” (*Unfavorable*)

**Analysis of DTIC Homepage Performance Rating – Content**

<b>FY 2003 Users Survey</b>	<b>Favorable</b>	<b>Neutral</b>	<b>Unfavorable</b>
<b>Overall</b>	<b>68%</b>	<b>25%</b>	<b>8%</b>
Librarian	75%	20%	4%
Engineers	66%	28%	6%
Researcher/Analyst	60%	33%	7%

**Fig 3.9**

### Performance of DTIC Homepage by Top 3 User Groups:

Figures 3.10 to 3.12 depict the overall rating of various quality factors for the DTIC Homepage for the 2003 CS survey.

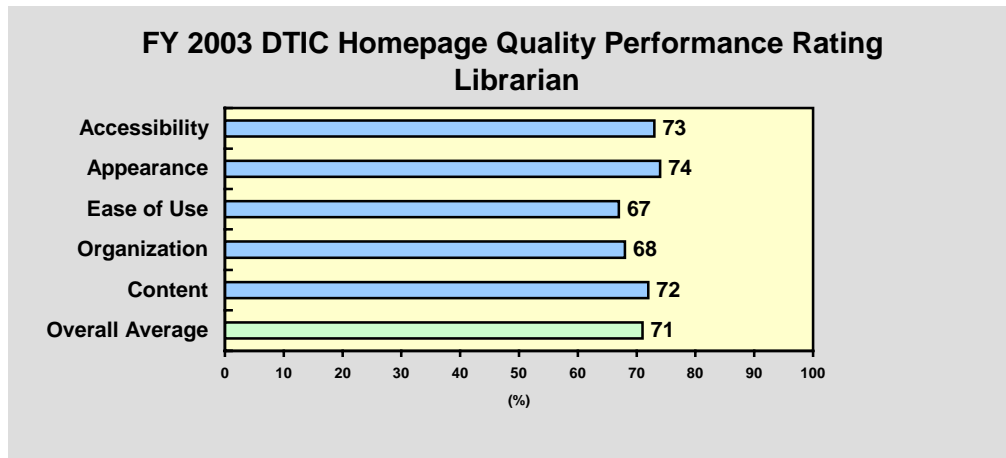


Fig 3.10

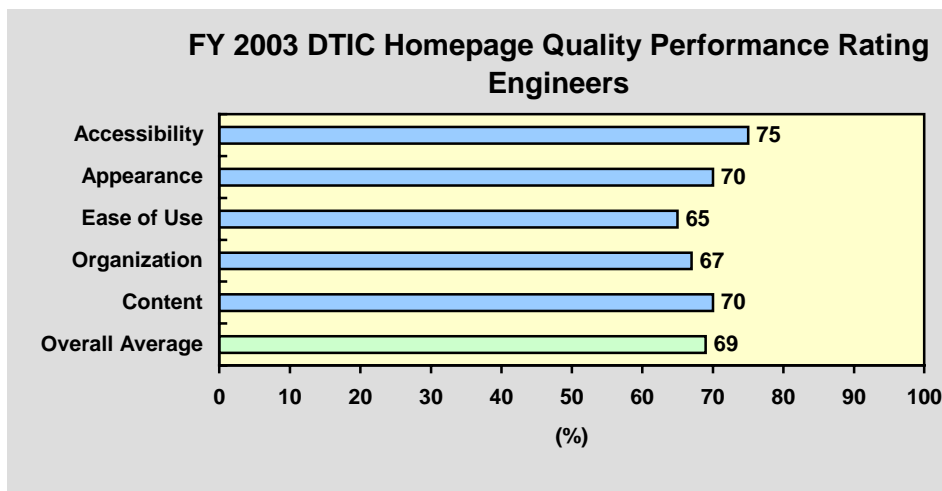


Fig 3.11

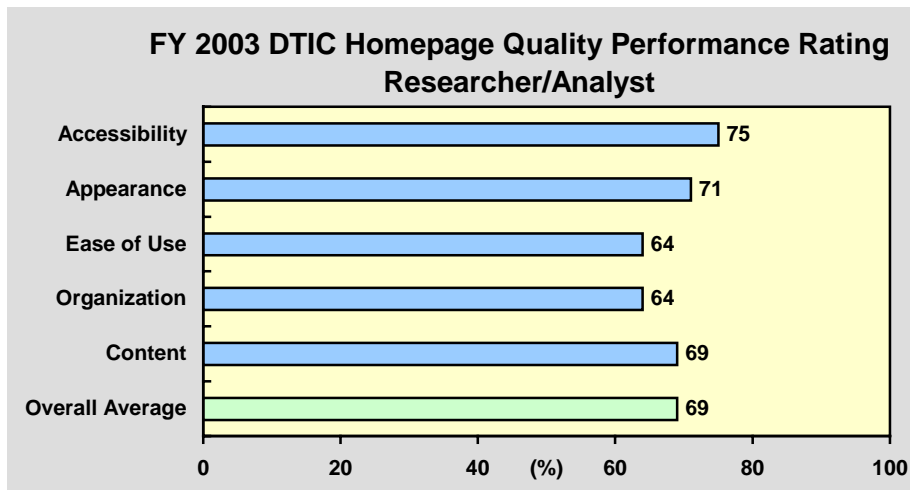
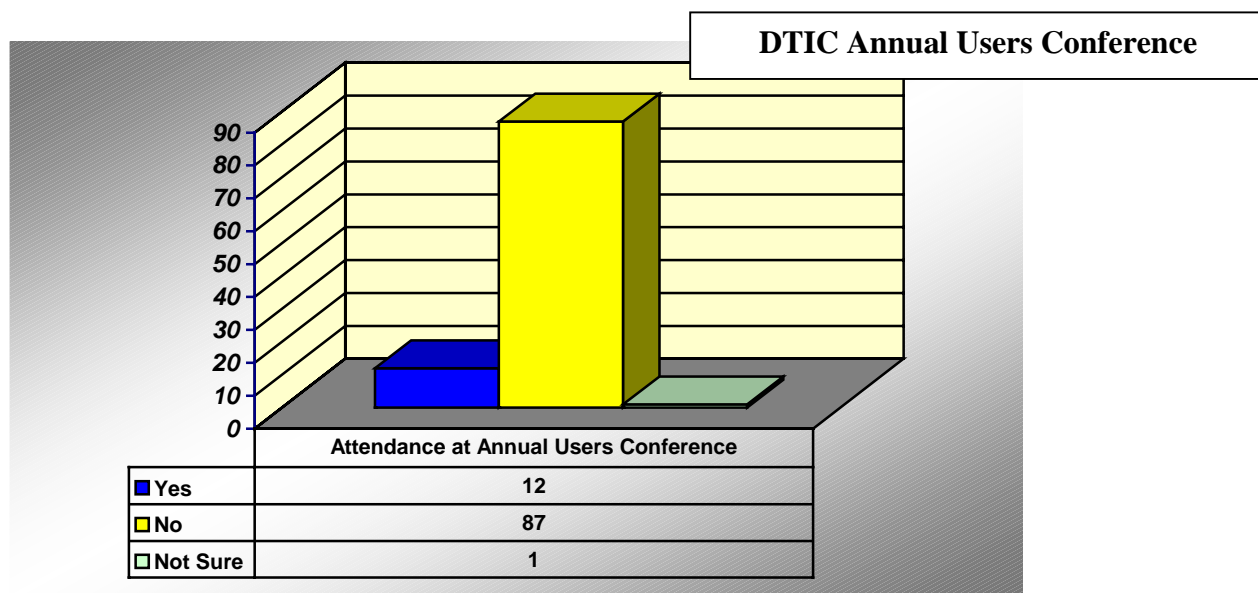


Fig 3.12

## DTIC Annual Users Conference

The majority of 2003 CS survey respondents reported that they have not attended an annual DTIC Users Conference in the past three (3) years. Among the 12 percent of CS survey respondents who attended the conferences, generally they found the event valuable in terms of the information provided. According to write-in comments, a number of users reported they preferred Spring (April) Annual Users Conferences in comparison to Fall (November) conferences. Comparable data are not available for previous years. 2003 results are shown in Figure 3.13.



Data not gathered for previous years

Fig 3.13

### A Sample of 2003 CS Survey Respondents' Comments on the DTIC Annual Users Conference

Significant user comments regarding the annual conference are provided below:

- "The conference always provides current and useful information and is invaluable in helping me to perform my job successfully."
- "I much prefer the April/Spring date to the former Fall time - makes travel much better/easier! And a nicer time to visit D.C. Session content remains good/pertinent, and tours are excellent. Luncheon speakers still interesting/entertaining. Exhibits seem to have declined in quality..."
- "Why would I attend this conference in addition to SLA, MLW, and other competing conferences?"
- "The conference was very helpful - it was beneficial to be able to give DTIC suggestions and also see the current development of Private STINET."

- "Regretfully, no funds here to attend anything..."
- "I would like to see more on-line training held during the DTIC Annual Users Conferences."

## Part IV: User Demographics

### Job Position Status and Organization Type:

The customer profile in this survey represents five (5) organizational groups and seven (7) job positions, the distribution of which is shown in Figures 4.1 and 4.2. Aspects of the CS survey findings during 2001 through 2003 continue to show similar organizational status percentages, indicating that the majority of respondents were affiliated with the Department of Defense (DoD) (53 percent). Following at 33 percent were the Industry organizations (Government Contractors, Corporate, etc.). Overall, the respondents' top four (4) organizational types remain consistent with previous survey years.

**User Organization Type**

Organization	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
DoD-Military/Civilian Services Agencies	52%	48%	53%
Industry /Gov't. Contractor	35%	38%	33%
Non-DoD Federal Gov't.	1%	5%	4%
Academia: College/Univ.	11%	3%	5%
HBCU/MI	N/A*	3%	2%
Other	N/A*	N/A*	3%

\*Data not gathered in previous survey

**Fig 4.1**

The top three (3) job positions showed a similar pattern of responses throughout the surveyed years. This year, the largest number of respondents classified their job position as Librarian (24 percent). Following at 17 percent were the Engineers, and Researcher/Analysts at 16 percent. Overall, these findings continue to reflect no significant changes to job position from previous surveyed years. Crosstab data (not presented in this report) reflects the largest number of Librarians and Technical Information Specialists described their current organization as DoD. However, it is interesting to note that the majority of this year's Researcher/Analyst respondents describe their current organization as coming from DoD agencies, whereas previous surveyed years reflected Industry organizations.

## Job Position

Job Position	FY 2001 CS Survey	FY 2002 CS Survey	FY 2003 CS Survey
Librarian	16%	25%	24%
Researcher/Analysts/Program Manager	18%	16%	16%
Engineer	16%	17%	17%
Scientist	14%	9%	11%
Technical Info Specialist	8%	9%	10%
Contracting Officer	2%	5%	3%
Resource Management/Financial/Budget Analyst	4%	4%	3%
Security	8%	N/A*	N/A*
Other	14%	15%	17%

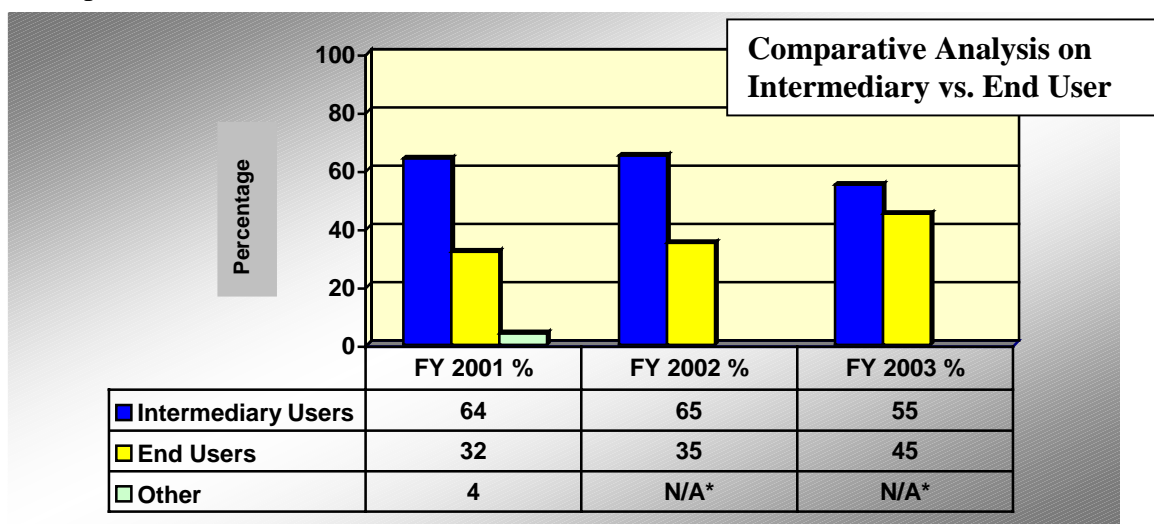
Note: Greyed entries reflect the top three positions in terms of the number of survey respondents.

\*Data not collected

Fig 4.2

## Intermediary vs. End Users:

The two (2) categories listed in the chart below reflect areas on how our respondents acquire scientific and technical information. The 2003 CS survey shows a continuing trend of respondents primarily acting as information providers to others as illustrated in Fig 4.3. It should also be noted that this year, crosstab data shows 48 percent of the DoD (Military/Civilian) agencies reported themselves as end users and 51 percent as intermediary users ---almost evenly split. Last year's finding overwhelmingly had the DoD agencies reporting themselves as end users at 70 percent.



Note: 2001 responses to this question differ slightly: four choices were available to respondents including a selection for "other." To incorporate comparable data for 2002 reporting, we combined each of 2001 responses of---"both end user and information provider" and "intermediary" for one response--Intermediary Users.

\*Data not gathered in previous survey

Fig 4.3

## Time as a Registered User:

The results from this year's survey show that the largest number of respondents have been registered users for "1-2 years." Although the largest number of respondents came from this category, the overall picture shows that respondents have been registered with DTIC for the full range of time increments. Fifty-one (51) percent of users responding to the survey reported having been registered with DTIC two (2) years or less, while 49 percent reported three (3) years or more. Also to be noted are the results of the crosstab data of the 2003 Librarian respondents representing the largest number of "6 or more years" as registered users. The Engineers represented the majority of the "1 to 2 years" as registered users. The data displayed in Fig 4.4 below defines respondent time as a registered DTIC user.

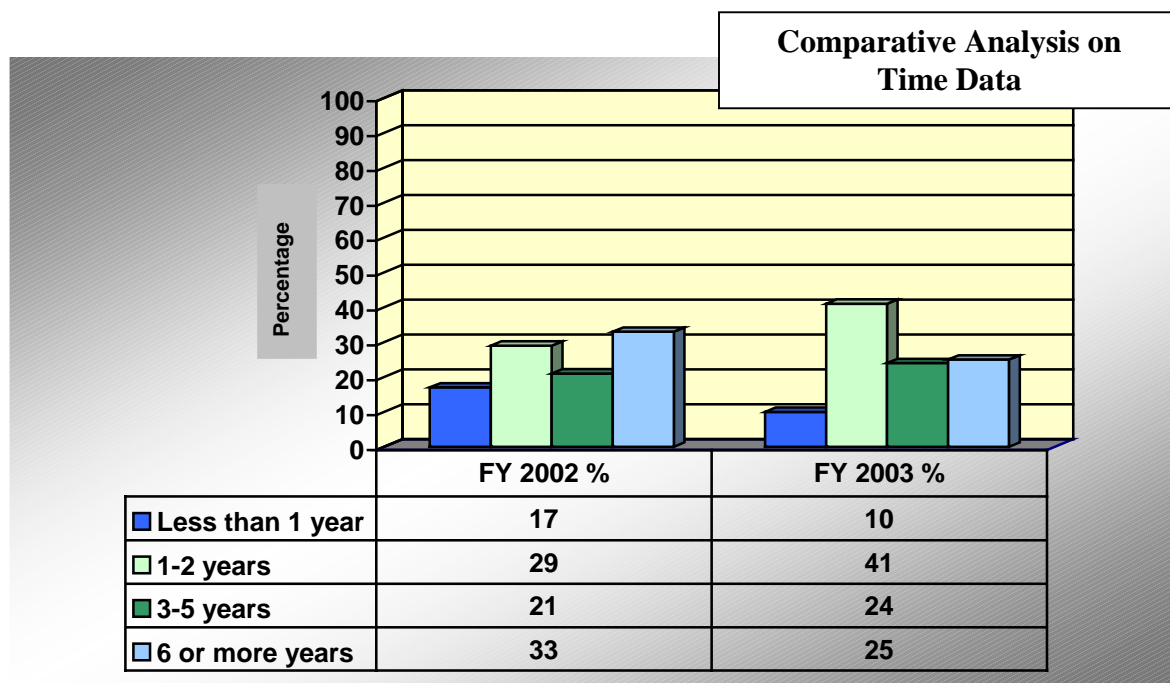


Fig 4.4

Note- different measurement scales (time increments) were used for 2001

## Part V: Communications, Access and Information Requirements

### Information Needs:

The vast majority of users (77 percent) indicated a high level of satisfaction with their information needs being met by searching DTIC's collection. The 2003 CS survey respondents were also asked to provide specific comments regarding their current and future informational needs. The information needs/topic areas respondents most often mentioned continue to be access to full text electronic documents, as was also reflected in last year's findings. It is also interesting to note that results of the 2002 CS survey open-ended comments included a number of information needs centered on "Homeland Defense/Security;" however, 2003 CS respondents hardly mentioned the need for this type of information. Based on the frequency with which informational needs were addressed, outlined below are the top 3 informational needs expressed by respondents in their written comments:

- Full Text Access
- Historical Data (Army Topics, Chemical Toxicity)
- Medical (Military Medical, Biomedical)

### Communication Preferences and Satisfaction:

For two (2) years in a row the CS surveys find respondents indicating the Internet/Online as the preferred communication method. There appears to be a trend away from the telephone for CS respondents overall. It is also interesting to note that crosstab data shows Librarian respondents preferred the telephone (47 percent) but not overwhelmingly. It should be pointed out that when you combine the numbers for the electronic communication (e-mail and Internet), 51 percent of Librarians preferred this type of medium when accessing DTIC.

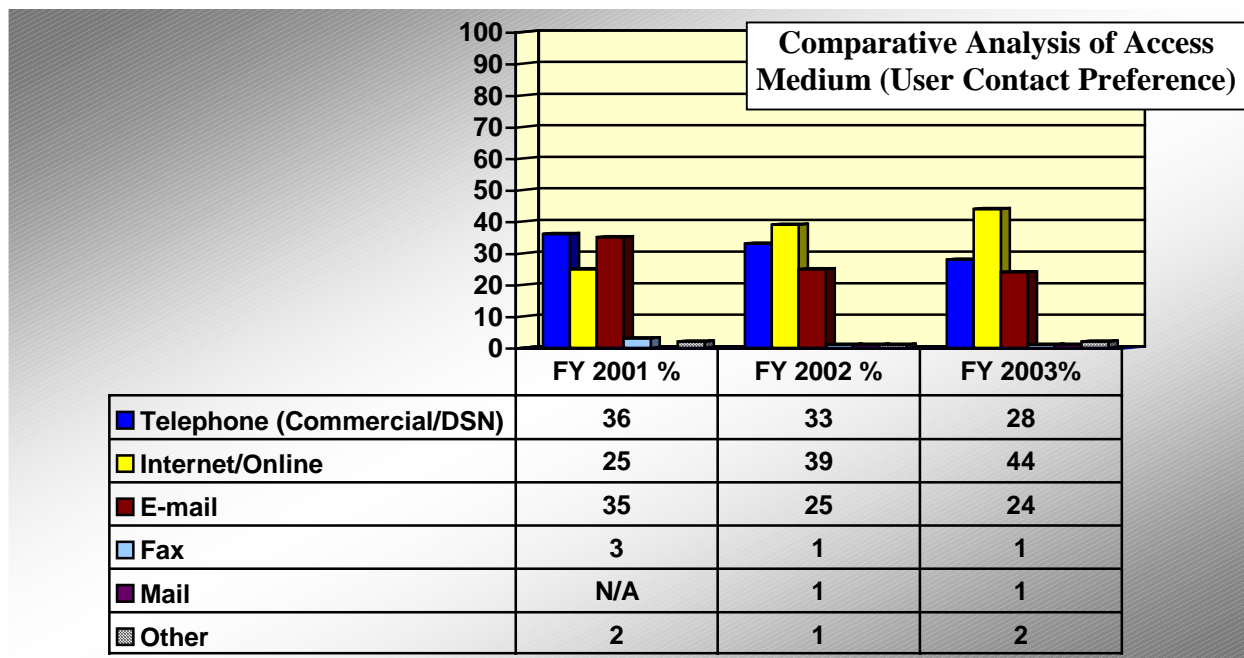


Fig 5.1



## Effectiveness of Corporate Communications:

When users were asked how effective DTIC marketing communication efforts are, the majority of respondents (74 percent) “agree” to “strongly agree” that DTIC does an adequate job in communicating (transmitting/mailling) information about new, changed and/or enhanced products and services offerings, etc. The 2003 CS survey results on the effectiveness of corporate communication show a similar pattern of responses in comparison to last year's findings. Communication about submitting documents is still perceived as relatively weak, though improving.

Again, note that overall favorable percentages are based on normalized data, a process which uses the total number of valid responses along a five point scale and converts these to a 100 point scale. These may vary somewhat from the total percentage of favorable responses. The overall favorable percentages are derived from the “Mean (normalized)” column in the tables for quantitative results at Appendix B.

### Comparative Analysis on Effectiveness of Corporate Communication

<b>FY 2001 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product/Service Changes	*	*	*
Product/Service Changes	81%	4%	15%
Training Opportunities	63%	5%	32%
Submitting Documents	46%	9%	45%
Ordering Documents	*	*	*
System Disruptions/Downtime	*	*	*
<b>Overall Rating</b>	<b>61%</b>	<b>13%</b>	<b>27%</b>
<b>FY 2002 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product/Service Changes	83%	0.7%	16%
Product/Service Changes	82%	2%	16%
Submitting Documents	59%	4%	37%
Training Opportunities	71%	3%	27%
Ordering Documents	77%	3%	20%
System Disruptions/Downtime	76%	3%	22%
<b>Overall Rating</b>	<b>75%</b>	<b>3%</b>	<b>23%</b>
<b>FY 2003 Users Survey</b>	<b>Strongly Agree or Agree</b>	<b>Strongly Disagree or Disagree</b>	<b>No Opinion</b>
New Product/Service Changes	81%	5%	14%
Product /Service Changes	82%	6%	12%
Submitting Documents	63%	8%	29%
Training Opportunities	67%	11%	22%
Ordering Documents	75%	8%	17%
System Disruptions/Downtime	76%	7%	17%
<b>Overall Rating</b>	<b>74%</b>	<b>8%</b>	<b>18%</b>

**Fig 5.2**

Note: Inquiries on the specifics above varied year to year.

## Preferred Method of Ordering Documents:

The 2003 CS survey asked for the preferred method of ordering documents. Over half of the respondents (59 percent) reported that Internet/Online Services was the preferred medium of ordering documents. Following with 13 percent was e-mail. These numbers show similar patterns of responses in comparison to last year's findings. See Fig. 5.3 for more details.

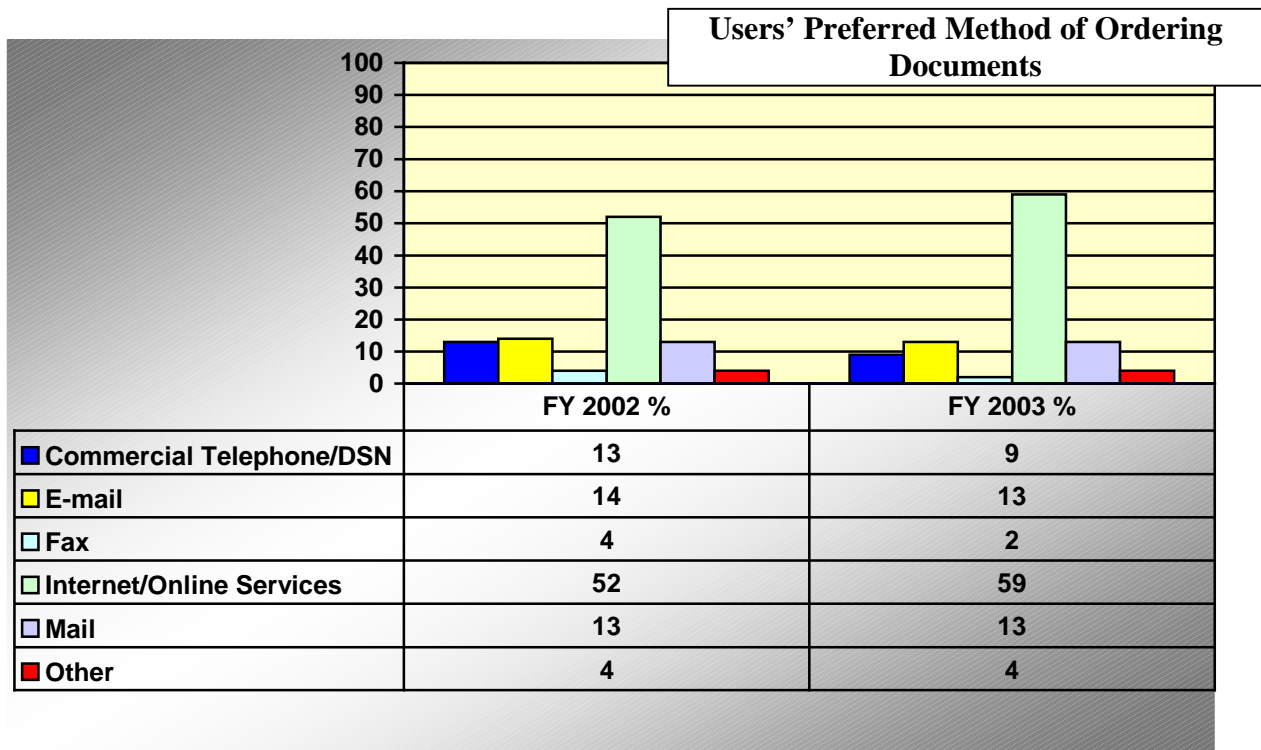


Fig 5.3

Data not gathered in 2001

## Part VI: Selected User Comments

The following statements were selected based on the frequency with which an issue was addressed, either positively or negatively, and the importance of the issue as determined by the survey analysts. Comments about individual staff are generally omitted.

The comments below represent a selected sample of quotes from users.

### **Favorable User Comments:**

- “Excellent service. Stays abreast of the rapidly changing IT technologies. Always attempting to make it more customer friendly and improve satisfaction.”
- “Whenever I have problem (I often do--due to my accessing the system infrequently) I call customer service and I get excellent helpers trying to resolve the issue the same day and I like that very much. Because I call them when I have to help a customer and find then only have the problem accessing the system and my customer is waiting. Without getting embarrassed, I get help and I can help my customer in turn quickly saves me face. Keep it up.”
- “The good service is really appreciated. It helps make our day smoother when the people who help us treat us with courtesy and kindness. Thanks to all those who go above and beyond with customer service skills.”
- “I have interacted with DTIC many times from registration of contracts to ordering of documents. I am very impressed with their quick responsiveness when returning my calls and assisting me with my questions. When I order a document, I am impressed at the quick time that I received the document after ordering (often within a week).”
- “My phone calls to DTIC are returned within a day (at the latest). The personnel are professional and helpful, and solve problems in a timely manner.”
- “In addition, DTIC personnel diligently check the quality of the papers and reports submitted to them by our organization. We receive calls/e-mails requesting better copies or missing pages. This step ensures the best quality product is available for our customers.”
- “Was very impressed when I encountered a problem that I received an expeditious response from several Associates who were very willing to assist me. I also received follow-up calls to ensure that I was able to obtain the information I needed. Very commendable! You have excellent Associates willing to go the extra mile. Thanks!”
- “They are the best group of people I've done business with in all the years I've worked (1989) for the military!”
- “The new web-site is wonderful and the customer service representatives are most understanding, helpful and courteous.”

- “Customer care is excellent from DTIC. I have always received the information requested in a timely manner. When the information is not available I received a reply electronically or from a live person. On a scale of 1 to 10 ten being the best I rate the customer care services with 10.”
- “10. I have always been impressed with the DTIC organization. I have used it for a number of years, and have found that DTIC provides a large number of services and materials for a very reasonable amount of money. I try to make sure our staff and students are aware of the organization. It is an essential organization to the DoD community.”

### **Analysis: The Positives**

Many customers are pleased with DTIC's overall customer service. Quick response time to inquiries were mentioned as well as many references regarding the polite and courteous staff. Some of DTIC's customers even stated that DTIC employees go the "extra mile" when providing customer service. Several DTIC employees were singled out in particular for the high level of customer care provided.

\*\*\*\*\*

### **Unfavorable User Comments:**

- “DTIC sends out frequent e-mail messages to notify online users of an interruption in service, etc. This message can be annoying to those who not rely on DTIC for constant access. Also, I have commonly received duplicate messages from at least two parties in the past (perhaps someone from DTIC, and someone from STINET?). It would be best to consolidate such outgoing e-mail messages to one person in order to reduce this duplication, if this has not already been done.”
- “I have experienced issues with double or incorrect billing for documents. Each time customer service reps were unable to issue a refund without supervisory intervention. Additionally, I have had to use a supervisor to obtain a receipt for one set of documents.”
- “Although the CS reps are very courteous, there seems to be a significant disconnection between invoicing and billing. There seems to be one person for each job and no one appears to be cross trained. As a result, when a person is out of the office, there is no one else available to help resolve issues in a timely manner”.
- “Phone calls are hard to get through to a person. East coast times do not correlate with West coast work days. Rarely receive a call back when a problem has arisen with tech control, even though they say "we will get back to you.”
- “Customer service is inconsistent. People do not always call back, so I have to continue to call DTIC. Even if someone says the deposit account will be credited, it often is not done the first time. Further phone calls ensue. Form 55s--I end up finding out who the releasing agency POC is, so I can follow up myself; I thought that was DTIC's job. If there is a

problem with an online order, why does DTIC send a postcard? E-mail/fax/phone should be used before USPS, which is the slowest mode of communication.”

- “The transition from Web Enabled DROLS to Private STINET was very confusing. I didn't remember that I already signed up months earlier and I only needed to reset my password. I just noticed that I couldn't log in, and I couldn't find the Private STINET home page from the DTIC home page (all links seemed to lead to Public STINET). Therefore, I submitted a signup request, which took a lot of time and delay me at a point when I really needed DTIC. I made some errors in my signup request, so I resubmitted it and call Customer Service to tell them to use the second one; they didn't notice that I was sign up for Private STINET. Finally when both signup requests were denied I called and found out why: I was already signed up and only needed to reset my password. This delayed me a few days at a time when I urgently needed to use Private STINET for a literature search.”
- “Frequently have trouble accessing the website due to continually change in security standards, which require an inordinate amount of time each time I attempt to access, since I don't access every week.”
- “I remain disappointed with someone getting back to me when I leave phone mail. Recently I placed an overnight or rush order, and it was 3 days till someone got back, stating that the phone system had problems and they had just gotten my phone message. Very unhappy about that. Staff was apologetic, but my engineers don't like apologies. I also reported an erroneous telephone number some months ago, and I don't think your website reflects the correct number...yet. DTIC service has deteriorated significantly over the past 5 years.”
- “I find it very difficult to understand what it is that DTIC does and how to go about using its services. I do a lot of searching the Internet for technical information and I find the DTIC site one of the worst to use. I'm not exactly sure why, but I do know that it is not very user friendly.”
- “We have tried to pay with a credit card to eliminate this deposit account charge, but still seem to be charged with a \$25 fee each month. DTIC could do a better job of conveying payment options. Also, we are VERY unhappy about the way DTIC posts charges to the Govt. Purchase Card Accounts. We might for example order 30 titles at \$7 each. Instead of posting the transaction as \$210 on our purchase card, we are seeing 30 \$7 postings. If there are multiple orders, and the titles come in a few at a time or in multiple shipments or whatever combination, it makes it very difficult to tell which part of the orders the charges are paying. There is absolutely nothing that will help us to identify the purchase ... nothing. Could you imagine going to the grocery store, paying with a credit card and then having the grocery store post the individual items as separate transaction t your account instead of the whole purchase? It would be a nightmare for sure. This what DTIC is doing to us and for an organization that says it wants to get rid of the Deposit Accounts, this practice of DTIC's is making us rethink the whole decision to stop using a deposit account. If you would post the charges as a shipment is sent out for all the items in that shipment, it would make the process about 1000% better. For example, if you send out a shipment which has 5 \$7 items and 3 \$12 items, post the transaction as \$71 instead of as 7, 7, 7, 7, 7, 12, 12, 12. It is much easier to identify a \$71 purchase than the above "don't they all look alike, can't tell them apart" postings. If you want further documentation of this problem, please call (name omitted).

Because of a vacancy in our office, we have been unable to order much of anything, but we haven't really felt too badly about it because of the billing thing. We now have several hundred titles backlogged to order and are reluctant to place the orders because of the horrendous prospect of dealing with reconciling our credit card statements! Hoping you can give us some good news about this issue.”

- “I would recommend DTIC only because of its unique content not because it is 'user friendly.' It is an extremely difficult page(s) to navigate. The usual searcher/librarian clues of 'search here' are missing. The nomenclature is awkward & different from any other database that I search. Obviously, I am frustrated with the DTIC 'collections' and dread attempting to locate reports my clients need. I do like the full-text in PDF feature. My clients are delighted with the immediate access that feature permits me to provide.”

### **Analysis: What Needs Work**

- Some customers are still experiencing problems understanding what DTIC is all about.
- Web site is still hard to navigate and not user-friendly, according to some of our customers.
- DTIC's communication processes remain a concern with DTIC's customers:
  - DTIC's phone system is an irritation to our customers because it is difficult to speak to a "live" person, especially when there is a time zone difference.
  - Leaving voice mail messages and receiving no response is still an issue with some.
- DTIC employees should be cross-trained, so more than one individual can respond to various types of questions.
- Billing problems still constitute a major concern with some of our customers as well.
- Transition to Private STINET was not as smooth as some of our customers had anticipated.

## **Part VII: Issues for Further Study, Conclusions and Recommendations**

### **1. The following suggestions were made by users responding to the survey:**

"Try to have some coverage of phones for new problems through the business day. (I have found some difficulty reaching a live person to discuss new problems late in the day.) "

"Update your automatically mailed notices to more accurately convey their information. One recent example: putting a new contract on the DTIC account resulted in a confusing notice saying that contract had "been extended." The staff helped explain what this meant, but with a little programming effort, such confusion could be avoided in the first place."

"Private STINET (Secure STINET) good improvement. Need better, easier to use, Google-like search capability. Would like to have text books, reference books, and similar on-line information capabilities (eg. Schaum's outline perhaps?)"

"Your quarterly bulletins (on paper) were very informative and helpful. Any chance of reinstituting them? Even if you publish them electronically and inform DTIC users via listservs or general e-mail of the link(s) to access them, it would be very helpful. I think you have more services than the average user is aware of. With budgets being cut all the time and users being unable to attend DTIC's annual conference every year, an online version of Dr. Wright's updates would be very helpful, plus periodic reminders of what services you do provide."

"Eliminate requirement to enter password a second time to view a citation. Initial login should be sufficient."

"Should have same index coverage as CD-ROM or provide online option to input requests for older documents. Currently a two step process for us; order what we can online, then call in order for DTIC docs not on system."

"Convert older, requested docs for PDF to add to online system. For example, after X number of requests with Y timeframe a document is automatically queued for PDF conversion, regardless of document age."

"ECABs: Allow option for account POC to be notified of all ECAB additions, deletions, or modifications under that account."

"Provide option for account POC to review all ECAB search strategy profiles under that account."

"No longer able to keep search terms and employment status of ECAB users current as could with the paper CABs. Annual review and 'intervention' with end user enhanced user satisfaction & increased use of the CAB service. Now seeing ECAB usage declining because most end users don't/won't take time to review & update to maintain relevancy."

2. The 2003 overall DTIC customer satisfaction score is down 4 points from 2002 to 77 percent in 2003.

Possible explanations of why the customer satisfaction score went down may be because of the many changes DTIC has experienced this past year. These changes included a revised registration process and system, introduction of Private STINET, and issues brought up at the users conference.

3. The number of non-deliverable e-mail notifications sent out in the 2003 survey is large (824 returned e-mails). The following may be possible reasons.

- Server problems when sending out initial survey
- Anti-Spam software blocking emails.
- E-mail address on file at DTIC not valid
- User no longer at e-mail address
- Increased security due to 9-11 shut down of agency e-mail systems
- Server problems for recipient or originator

**Recommendation:** Improvements in maintenance of DTIC contact databases and registration information.

4. 2003 response rate increased in comparison to last year.

An effort was made by PROCAP staff to increase the response rate. The response rate for the 2003 CS survey increased 12 percentage points in comparison to 2002 response rate which was 15 percent. The effort was two fold: (1) PROCAP provided e-mail maintenance for the CS survey user contact list (i.e., search for glaring typos, research various DTIC databases for verification or correct e-mail addresses), and (2) Forwarded two e-mail reminders to users.

**Recommendations:** Improvements in maintenance of contact databases and registration information. Continue to forward e-mail reminders.

5. Respondents to the open-ended questions provided several comments that support the need for improvements to our Customer Service problems (communication processes). The comments below represent a selected sample of quotes from users regarding this issue.

- "Somewhat slow and lacking a single point of contact to resolve issues."
- "...There seems to be one person for each job function and no one appears to be cross-trained. As a result, when a person is out of the office, there is no one else available to help resolve issues in a timely manner."



- "One thing I noticed for customer care is that I cannot reach a live person on the phone. For the most part, I leave a message and wait for a call back. It would be nice to be able to reach a person over the phone the first time instead of waiting for a call back."
- "The people who answer the phone (or who call the customer) need to be able to solve the problem - no matter what it is. Recommend much better training, centralized problem-solving/ombudsmen."
- "...No central problem solver without going up a couple of levels to management."
- "It is sometimes difficult to get to the person you need - and when you do - there is not always a knowledgeable or timely response. If you know the right person to call - they can usually help - it's just getting to them. "
- "I have not received as timely responses as I would have liked. Takes several days to return my telephone message. Have had trouble actually reaching anyone by phone."
- "While I have ultimately received most of the help or assistance I have ever requested or needed from DTIC, it has often been a tedious affair to get the required guidance or support."

**Recommendation:** Strong consideration should be given to building a call center to solve some of the customer service problems mentioned above.

**Appendix A**  
**DTIC Customer Satisfaction Questionnaire**

# DTIC 2003 CUSTOMER SATISFACTION SURVEY QUESTIONNAIRE

## OVERVIEW:

Please read this carefully before starting:

This data collection is authorized by: DOD DD-C31 (SA) 2951, Expires 05/26/04 & OMB 5CFR 1320.5  
(b) OMB 0704-0403, Expires 08/31/04

This web-based assessment is voluntary. However, your input is essential toward improving our continuing operations and helping us better serve your information needs. The average response time to complete this survey is about 5 minutes. Please read each question carefully before responding.

Thank you for participating.

## SECTION 1: USER DEMOGRAPHICS

1. Which of the following best describes your current organization? (Click on one)

- ☐ DOD/Military/Civilian (All Services/Guard/Reserves/ Labs/Colleges/Schools)
- ☐ Non-DOD Federal Government (All Departments/Agencies/Labs)
- ☐ Industry/Corporate/Government Contractor/Small Business/ Labs
- ☐ Historical Black Colleges and Universities and Minority Institutions (HBCU/MI)
- ☐ College/University/Research Center (other than HBCU/MI)
- ☐ Other (please specify in the space below)

**Box to write in answer**

2. In general, your current job position can be best described as which of the following: (Click on one)

*Multiple Choice (Single Response)*

- ☐ Contracting Officer/Procurement Specialist/COTR/Sponsor
- ☐ Engineer (Aeronautical, Civil, Industrial, Mechanical or other Engineering Fields)
- ☐ Librarian (Head, Technical, Research or other Library Staff)
- ☐ Researcher/Analyst/Program Manager (Non-Scientist)
- ☐ Resource Management/Financial/Budget Analyst
- ☐ Scientist (Aerospace, Biology, Chemistry, Physics or other Scientific Field)
- ☐ Technical Information Specialist
- ☐ Other (please specify in the space below)

**Box to write in answer**

3. When you acquire scientific and technical information from DTIC, who uses it? (Click on one)

*Multiple Choice (Single Response)*

- ☐ I primarily provide information to others (intermediary user)
- ☐ I use the information myself in my current job position (end user)

4. You have been a registered DTIC user for: (Click on one)

*Multiple Choice (Single Response)*

- ☐ Less than 1 year
- ☐ 1-2 years
- ☐ 3-5 years
- ☐ 6 or more years

## **SECTION 2: INFORMATION REQUIREMENTS**

5. Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)

*Multiple Choice (Single Response)*

- ☐ Yes
- ☐ Not Sure
- ☐ No

6. List your additional current and/or future information needs:

**Box for Open Ended-Write-in**

## **SECTION 3: USERS OF DTIC ONLINE SERVICES**

**Please read before continuing with the Survey**

*Questions 7 and 8 are to be completed by those individuals who currently use one or more of the DTIC online services. If you do not use any of the online services listed, skip to question 9.*

7. How would you rate your overall satisfaction with DTIC online services?

*Response Multiple Choice (Single Response)*

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

8. Which DTIC online service(s) do you currently use?

**Box for Open Ended-Write-in**

#### SECTION 4: CUSTOMER SERVICE EXPERIENCES

9. In your experience(s) with us, how would you rate DTIC, as a whole, on the following customer service quality factors? (Click on as many as apply)

*Condensed Question List:*

- ☐ Accessibility (Easy to access staff):
- ☐ Accuracy (Provided correct information):
- ☐ Courtesy:
- ☐ Helpfulness:
- ☐ Knowledge:
- ☐ Professionalism:
- ☐ Responsiveness (Timely response):
- ☐ Speed of Service (How quickly performed):

*Response Multiple Choice (Single Response)*

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

10. When you acquire documents from DTIC, which method do you most often use? (Click on one)

*Multiple Choice (Single Response)*

- ☐ Commercial Telephone/DSN
- ☐ Email
- ☐ Fax
- ☐ Internet/Online Services
- ☐ Mail
- ☐ Other (please specify in the space below)

**Box for Open Ended-Write-in**

11. Your comments about the quality of DTIC customer care:

**Box for Open Ended-Write-in**

## SECTION 5: COMMUNICATIONS AND ACCESS

12. Which communication channel do you most often use to contact DTIC? (Click on one)

*Multiple Choice (Single Response)*

- ☐ Commercial Telephone/DSN
- ☐ Email
- ☐ Fax
- ☐ Internet/Online Services
- ☐ Mail
- ☐ Other (please specify in the space below)

### **Box for Write-in**

13. DTIC does a good job informing you about: (Click on all that apply)

*Condensed Question List:*

- ☐ New Products/Services
- ☐ Product/Services Changes
- ☐ Submitting Documents
- ☐ Training Opportunities
- ☐ Ordering Documents
- ☐ System Disruptions/Downtime

*Response*

- ☐ Strongly Agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ No Opinion

## SECTION 6: GENERAL

14. Have you used the DTIC Homepage/Web site in the past 12 months? (Click on one)

- ☐ Yes
- ☐ Not Sure
- ☐ No

15. If so, how would you rate the following quality factors?

*Condensed Question List:*

- ☐ Accessibility (Easy to access staff):
- ☐ Appearance (How does the site look)
- ☐ Ease of Use (Navigating the site):
- ☐ Organization:
- ☐ Content:

*Response Multiple Choice (Single Response)*

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

16. Have you attended a DTIC Annual Users Conference in the last 3 years? (Click on one)

- ☐ Yes
- ☐ Not Sure
- ☐ No

17. If so, did you find the conference valuable in terms of the information provided?

- ☐ Yes
- ☐ Not Sure
- ☐ No

18. Please include your comments and/or suggestions regarding the DTIC Annual Users Conference.

**Box for Open Ended - Write-in**

19. How important are DTIC products/services to the accomplishment of your business objectives?  
(Click on one)

*Response*

- ☐ Extremely Important
- ☐ Very Important
- ☐ Important
- ☐ Not Very Important
- ☐ Not at All Important

20. Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)

*Response*

- ☐ Very High Impact
- ☐ High Impact
- ☐ Medium Impact
- ☐ Low Impact
- ☐ Very Low Impact

21. Would you recommend DTIC to a friend or colleague? (Click on one)

*Multiple Choice (Single Response)*

- ☐ Yes
- ☐ Not Sure
- ☐ No

22. Please include your comments and suggestions for improving DTIC products, services and/or our customer care.

**Box for Open Ended - Write-in**

**NOTE:**

Thank you for participating in this important survey.

**SUMMIT** **CLEAR**



## **Appendix B**

### **Quantitative Results**

Reference Fig 2.1-2.3

**2003 CSS Overall Cust Satis**

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access staff):	669	72.25		70.4%	23.3%	6.3%
Accuracy (Provided correct information):	662	76.25		77.2%	19.5%	3.3%
Courtesy:	648	81.50		84.0%	14.8%	1.2%
Helpfulness:	651	79.00		79.3%	17.8%	2.9%
Knowledge:	646	78.00		79.4%	18.3%	2.3%
Professionalism:	648	80.75		82.7%	15.6%	1.7%
Responsiveness (Timely response):	653	75.25		74.4%	20.2%	5.4%
Speed of Service (How quickly performed):	643	73.00		70.3%	24.1%	5.6%
Overall Averages	652.5	77.00		77.2%	19.2%	3.6%

Reference Fig 2.4

**How important are DTIC products/services to the accomplishment of your business objectives? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Extremely Important	150	21.6%	
Very Important	184	26.4%	
Important	257	36.9%	
Not Very Important	91	13.1%	
Not at All Important	14	2.0%	

Reference Fig 2.5

**Which of the following describes DTIC's impact in supporting your overall mission? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Very High Impact	106	15.1%	
High Impact	197	28.1%	
Medium Impact	233	33.3%	
Low Impact	124	17.7%	
Very Low Impact	40	5.7%	



Reference Fig 2.6

**Would you recommend DTIC to a friend or colleague? (Click on one)**



Response	Count	Percent	0 20 40 60 80 100
Yes	623	88.6%	
Not Sure	68	9.7%	
No	12	1.7%	

Reference Fig 3.1



### DTIC Online Service Overall Satisfaction

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
How would you rate your overall satisfaction with DTIC online services?	570	69.00		64.9%	28.1%	7.0%
Overall Averages	570.0	69.00		64.9%	28.1%	7.0%



Reference Fig 3.2 Librarians

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
How would you rate your overall satisfaction with DTIC online services?	158	68.50		64.6%	28.5%	7.0%
Overall Averages	158.0	68.50		64.6%	28.5%	7.0%

Reference Fig 3.2 Engineers




Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
How would you rate your overall satisfaction with DTIC online services?	106	68.50		62.3%	29.2%	8.5%
Overall Averages	106.0	68.50		62.3%	29.2%	8.5%

Reference Fig 3.2 Researcher/Analyst

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
How would you rate your overall satisfaction with DTIC online services?	84	68.25		66.7%	23.8%	9.5%
Overall Averages	84.0	68.25		66.7%	23.8%	9.5%







Reference 3.3

**Have you used the DTIC Homepage/Web site in the past 12 months? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Yes	523	75.0%	
Not Sure	77	11.0%	
No	97	13.9%	







Reference Fig 3.4

### 2003 General Overall Homepage Cust Sat.

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access site):	565	74.00		73.5%	21.8%	4.8%
Appearance (How does the site look):	562	71.50		68.0%	27.0%	5.0%
Ease of use (Navigating the site):	560	65.00		58.8%	25.7%	15.5%
Organization:	556	66.50		60.3%	26.1%	13.7%
Content:	558	70.25		67.6%	24.7%	7.7%
Overall Averages	560.2	69.45		65.6%	25.1%	9.3%







Reference 3.5-3.12

### Homepage Performance Rating - Librarian

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access site):	139	72.75		73.4%	20.1%	6.5%
Appearance (How does the site look):	138	73.75		77.5%	18.8%	3.6%
Ease of use (Navigating the site):	136	67.00		68.4%	17.6%	14.0%
Organization:	135	68.25		68.1%	20.0%	11.9%
Content:	137	72.00		75.2%	20.4%	4.4%
Overall Averages	137.0	70.75		72.5%	19.4%	8.1%







Reference 3.5-3.12

### Hompage Performance Rating- Engineers

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access site):	104	74.75		74.0%	21.2%	4.8%
Appearance (How does the site look):	102	69.75		60.8%	33.3%	5.9%
Ease of use (Navigating the site):	102	64.50		56.9%	27.5%	15.7%
Organization:	102	66.50		58.8%	27.5%	13.7%
Content:	102	70.00		65.7%	28.4%	5.9%
Overall Averages	102.4	69.10		63.2%	27.6%	9.2%




Reference 3.5-3.12

### Homepage Performance - Researcher/Analyst

Questions	Count (Valid N)	Mean (norm.)	Mean as a percent of possible score	Favorable	Neutral	Unfavorable
			0 20 40 60 80 100			
Accessibility (Easy to access site):	91	75.00		71.4%	26.4%	2.2%
Appearance (How does the site look):	91	71.00		62.6%	33.0%	4.4%
Ease of use (Navigating the site):	91	64.00		52.7%	33.0%	14.3%
Organization:	91	63.75		53.8%	30.8%	15.4%
Content:	91	69.00		60.4%	33.0%	6.6%
Overall Averages	91.0	68.55		60.2%	31.2%	8.6%







Reference 3.13

**Have you attended a DTIC Annual Users Conference in the last 3 years? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
Yes	82	11.7%	
Not Sure	5	0.7%	
No	611	87.5%	

Reference 4.1

**Which of the following best describes your current organization? (Click on one)**

Response	Count	Percent	0 20 40 60 80 100
DoD/Military/Civilian (All	387	53.2%	
Non-DoD Federal Government (All	30	4.1%	
Industry/Corporate/Government	239	32.9%	
Historically Black Colleges and	17	2.3%	
College/University/Research Center	33	4.5%	
Other (please specify in the space	21	2.9%	

#### Reference 4.2

**In general, which of the following best describes your current job position? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Contracting Officer/Procurement	18	2.5%						
Engineer (Aeronautical, Civil,	125	17.4%						
Librarian (Head, Technical, Research	174	24.2%						
Researcher/Analyst/Program Manager	111	15.5%						
Resource	20	2.8%						
Scientist (Aerospace, Biology,	79	11.0%						
Technical Information Specialist	69	9.6%						
Other (please specify in the space	122	17.0%						

#### Reference 4.3

**When you acquire scientific and technical information from DTIC, who uses it? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
I primarily provide information to	394	55.1%						
I use the information myself in my	321	44.9%						

#### Reference 4.4

**You have been a registered DTIC user for: (Click on one)**







Response	Count	Percent	0	20	40	60	80	100
Less than 1 year	74	10.3%						
1-2 years	294	40.8%						
3-5 years	169	23.5%						
6 or more years	183	25.4%						

**Are you able to find the type(s) of information that you need in the DTIC collection? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Yes	550	77.0%						
Not Sure	128	17.9%						
No	36	5.0%						

## Reference 5.1






**Which communication channel do you most often use to contact DTIC? (Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Commercial Telephone/DSN	193	28.2%						
Email	165	24.1%						
Fax	6	0.9%						
Internet/Online Services	301	43.9%						
Mail	6	0.9%						
Other (please specify in the space	14	2.0%						






## Reference 5.2

**DTIC does a good job informing you about: (Click on all that apply)**

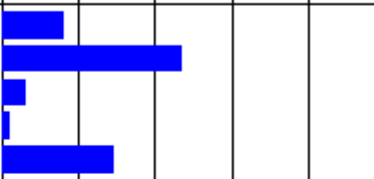
### New Products/Services

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	156	23.4%						
Agree	385	57.7%						
Disagree	27	4.0%						
Strongly Disagree	9	1.3%						
No Opinion	90	13.5%						

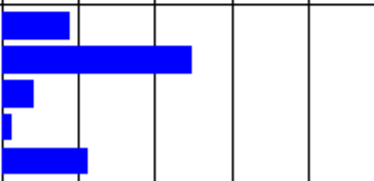
### Product/Services Changes

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	163	24.4%						
Agree	384	57.6%						
Disagree	30	4.5%						
Strongly Disagree	9	1.3%						
No Opinion	81	12.1%						

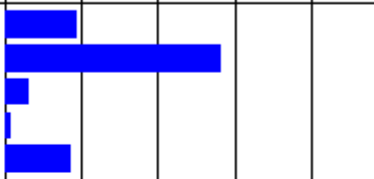
## Submitting Documents

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	105	16.0%						
Agree	308	47.0%						
Disagree	40	6.1%						
Strongly Disagree	12	1.8%						
No Opinion	191	29.1%						

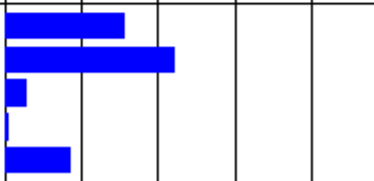
## Training Opportunities

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	117	17.8%						
Agree	324	49.3%						
Disagree	53	8.1%						
Strongly Disagree	16	2.4%						
No Opinion	147	22.4%						

## Ordering Documents

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	125	19.0%						
Agree	370	56.2%						
Disagree	40	6.1%						
Strongly Disagree	11	1.7%						
No Opinion	112	17.0%						

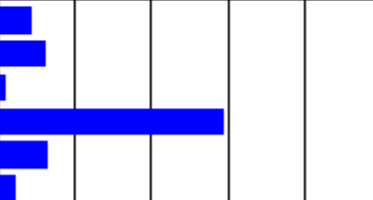
## System Disruptions/Downtime

Response	Count	Percent	0	20	40	60	80	100
Strongly Agree	205	31.3%						
Agree	292	44.6%						
Disagree	37	5.6%						
Strongly Disagree	7	1.1%						
No Opinion	114	17.4%						



### Reference 5.3

**When you acquire documents from DTIC, which method do you most often use?  
(Click on one)**

Response	Count	Percent	0	20	40	60	80	100
Commercial Telephone/DSN	61	8.9%						
Email	87	12.6%						
Fax	13	1.9%						
Internet/Online Services	406	59.0%						
Mail	91	13.2%						
Other (please specify in the space	30	4.4%						